

## ABSTRACT

### "A dialog management system"

- 5 A dialog management system has an incoming dialog manager (2) for receiving customer information. It automatically updates a profile database and passes data to a segmentation manager for (3) for dynamically determining a current customer segment. In real time, a segmentation decision is used by a feedback manager (10) to generate questions for the customer. Thus the managers (2, 3,
- 10 10) operate in a real time cycle involving the customer to gather data and assist the customer as if a personal service were being provided.